

VERSION WITH MARKINGS TO SHOW CHANGES MADE

DISCLOSURE:

Page 21, line 25 - Page 22, line 8:

Every DBS subscriber can be monitored, and the DBS service provider has the option to select or limit which subscribers are monitored. Specifically this invention will permit monitoring and reporting of what every DBS subscriber does with his receiver, including:- usage status (i.e. receiver turned on or off); the specific channel being watched, which combined with a database 38 (FIG. 3) of schedule information will permit program popularity statistics; monitoring of response to specific commercials, and hence monitoring their effectiveness; monitoring when subscribers switch channels, which can be coordinated with timing of specific commercials or other events.

CLAIMS:**Claim 22 (Amended)**

A method of monitoring a Direct Broadcast Satellite (DBS) service subscriber's station to obtain audience rating measurements indicative of the DBS subscriber's viewing habits, comprising the steps of:

connecting the DBS subscriber station to a first Internet interface;

connecting a DBS server to a second Internet interface;

providing respective full-time communication paths between the first and second Internet interfaces and an Internet Service Provider (ISP);

providing a database of program schedule information;

transmitting a query message over the Internet from the DBS server to an Internet Protocol (IP) address associated with the DBS service subscriber's station; and

enabling the service subscriber's station to receive the query message and to respond to the query message by sending back statistics subscriber activities accumulated by the service subscriber's station, the statistics being related to broadcasts viewed by the service subscriber; and

coordinating the subscriber activities with the schedule information to provide statistics of practical value to content providers.

Claim 25 (Amended)

A method of monitoring a Direct Broadcast Satellite (DBS) service subscriber's viewing habits, comprising the steps of:

collecting information respecting the subscriber's viewing habits activities at a subscriber station through which the subscriber accesses DBS content; and

transferring the information to a DBS data collection point having a connection to the Internet using a full-time communications path established between the subscriber station and an Internet Service Provider (ISP); and

coordinating the subscriber activities with a database of schedule information to obtain statistics related to the subscriber's viewing habits.

Claim 33 (Amended)

Apparatus—System for monitoring the viewing habits of a Direct Broadcast Satellite (DBS) subscriber, comprising in combination:

a DBS subscriber station, the DBS subscriber station being adapted to collect information related to ~~the viewing habitsactivities~~ of the DBS subscriber, the DBS subscriber station being further adapted to support a full-time connection to the Internet;—and

a DBS provider data collection point adapted to receive and store the information related to the ~~viewing habitsactivities~~ of the DBS subscriber, the DBS provider data collection point being further adapted to support a full-time connection to the Internet;—and

a database of schedule information to permit the activities of the DBS subscriber to be coordinated with the schedule information to obtain statistics that are of practical value to content providers.

Claim 35 (Amended)

Apparatus as claimed in claim 34 wherein the DBS subscriber station is adapted to send the information to the data collection point in real-time in response to a subscriber ~~viewing eventactivity~~.

Claim 37 (Cancelled)

A subscriber station for a Direct Broadcast Satellite (DBS) system, comprising:

means for monitoring subscriber controlled functions of the subscriber station and storing information related to the control of subscriber controlled functions by a party operating the subscriber station;

means for forwarding the information to a DBS provider data collection point via a full time connection to the Internet.

Claim 38 (Amended)

A Direct Broadcast Satellite (DBS) provider system, comprising:

a data collection point for collecting and storing information related to the viewing habits~~activities~~ of subscribers that subscribe to DBS service provided by the DBS provider system, the data collection point supporting a full-time connection to the Internet to enable the information to be received from subscriber stations adapted to collect and send the information via the Internet; and

a database of scheduling information to permit the activities of the subscribers to be coordinated with the scheduling information to provide statistics related to the viewing habits of the DBS subscribers.

Claim 40 (Amended)

A DBS provider system as claimed in claim 38 wherein the data collection point is further enabled to access a World Wide Web page where the subscriber station stores the information related to the viewing habitsactivities of the subscriber and to retrieve the information from the World Wide Web page via the Internet.